



Ref No.: SEL / Reg. 30- LODR / Sept-2017 / 03

September 13, 2017

**The Secretary,**  
**National Stock Exchange of India Limited**  
Exchange Plaza,  
Bandra-Kurla Complex  
Bandra (E), Mumbai-400 051.  
**NSE Symbol: SHEMAROO**

**The Secretary,**  
**BSE Limited**  
Phiroze Jeejeebhoy Towers  
Dalal Street,  
Mumbai-400 023.  
**Scrip Code : 538685**

Dear Sir / Madam,

**Re: SHEMAROO ENTERTAINMENT LIMITED - ISIN: INE363M01019**

**Sub: - Earnings Con. Call – Intimation under Reg. 30(6) of SEBI (LODR), Regulations, 2015**

This to inform that an Earnings Conference Call on the financial results for the Quarter ended June 30, 2017 is scheduled to be held on September 13, 2017 at 04:00 P.M.

The Earnings Presentation for the Quarter ended June 30, 2017 is enclosed herewith.

The aforesaid shall also be available on the website of the Company i.e. [www.shemarooent.com](http://www.shemarooent.com)

Thanking you,

Yours faithfully,  
**For Shemaroo Entertainment Limited**

.....  
**Dipesh U. Gosar**  
**Company Secretary & Compliance Officer**  
**ICSI Membership No.: A23755**



*Encl.: As above*





SHEMAROO ENTERTAINMENT LIMITED

# Q1-FY18 Earnings

Presentation

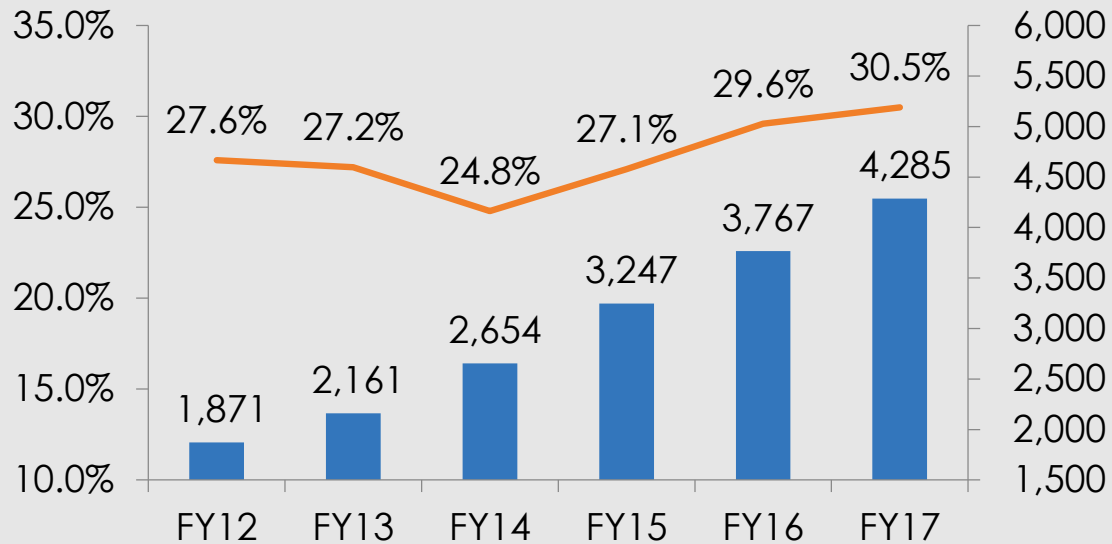


# ABOUT SHEMAROO

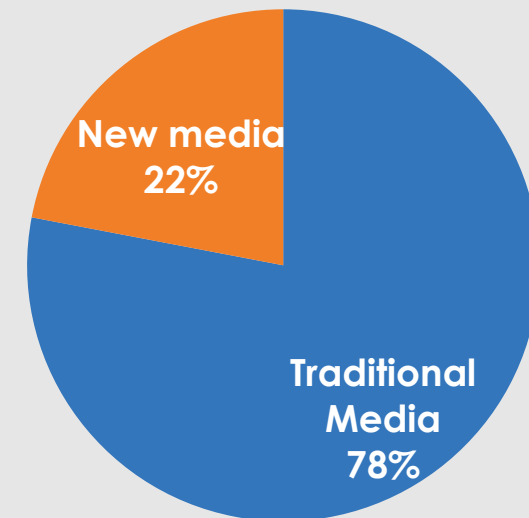


- Founded in 1962 as a book circulating library, today Shemaroo is a filmed entertainment content house headquartered out of Mumbai and employs over 500 people.
- The Company is one of the largest independent content aggregators with a library of more than 3,500 titles, which it distributes across various existing and emerging media platforms.
- Identifying that movies have the longest shelf life for television and other media content, Shemaroo pioneered the movie library syndication business by acquiring movie titles from producers and distributing it to broadcasters and other media platforms.
- Shemaroo has grown multifold over the years by developing excellent relationships with multiple players in the media industry value chain, thereby becoming one of the largest organized players in a historically fragmented industry.

### Total Revenue (INR Mn) and EBIDTA %



### FY17 Revenue Distribution (In %)







# Q1-FY18 HIGHLIGHTS

# Q1-FY18 KEY FINANCIAL HIGHLIGHTS



## Q1-FY18 performance (Consolidated):

- **Total Income\***: INR 1,045 Mn; 5.24% QoQ; 8.63% YoY
- **EBITDA**: INR 343 Mn; 6.19% QoQ; 12.94% YoY
- **EBITDA Margin**: 33.11%; 58 bps QoQ; 154 bps YoY
- **PAT after Adjustments**: INR 159 Mn; 15.22% QoQ 12.12% YoY
- **Net Profit Margin**: 15.34%; 145 bps QoQ 6 bps YoY
- **Diluted EPS**: 5.86 INR / share

\* - Includes Other Income

## DIVISIONAL BREAKUP (STANDALONE):

(INR Mn)	Q1-FY18	Q1-FY17	YOY Growth	FY17	FY16	YOY Growth
New Media	285	201	41.8%	923	635	45.4%
Traditional Media	738	749	(1.5)%	3,224	3,113	3.6%
Income from Operations	1,023	950	7.7%	4,147	3,748	10.6%

# KEY OPERATIONAL HIGHLIGHTS



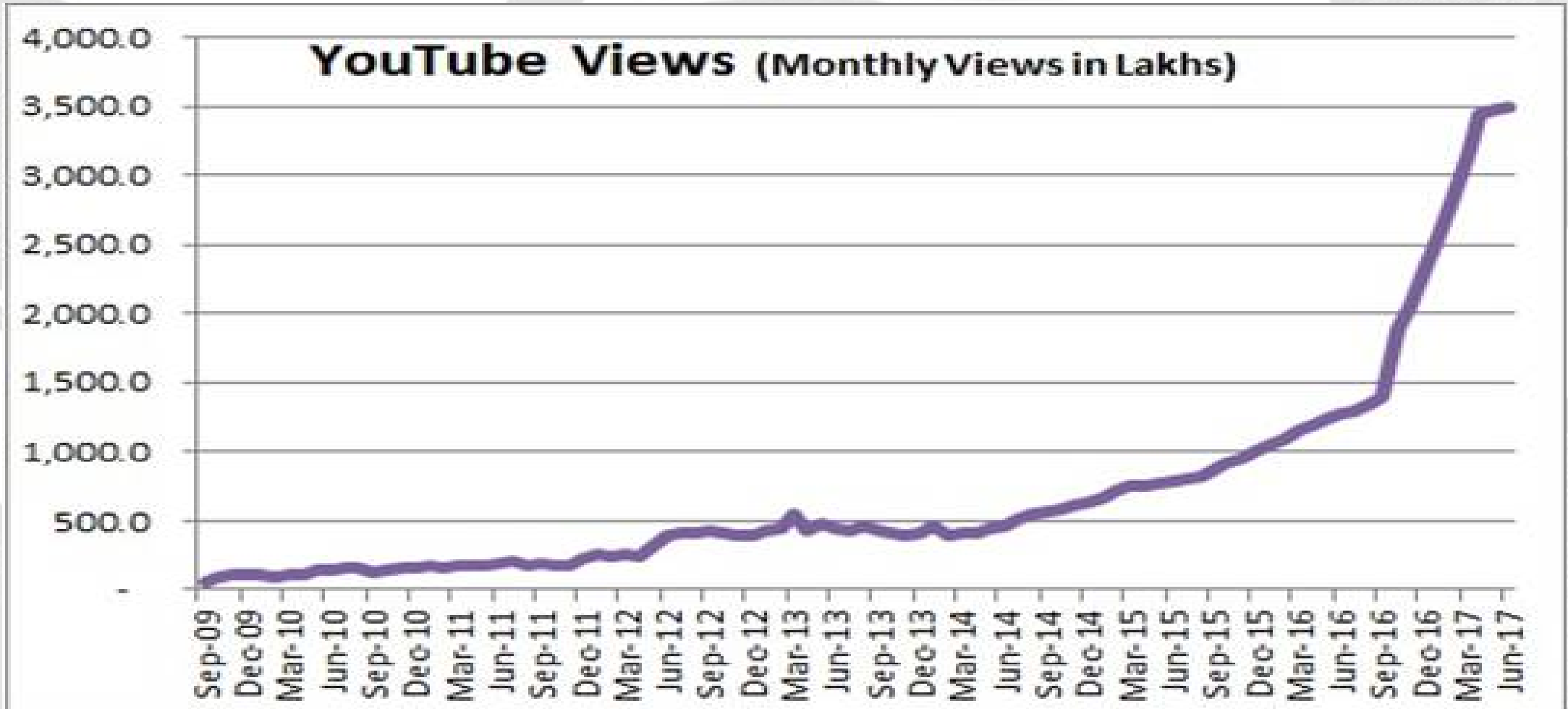
- Signed a content deal with YuppTV
- Crossed 3 Mn subscribers on our flagship YouTube channel 'ShemarooEnt'
- Crossed 3 Mn subscribers on our YouTube channel 'FilmiGaane'
- Crossed 2 Bn cumulative views on our YouTube channel 'FilmiGaane'
- Crossed 5 lakh subscribers on our YouTube channel 'Indian Comedy'
- Some brands have pulled their advertising out from YouTube since some of their ads were shown next to hateful and offensive content. As a result, YouTube has implemented stricter brand safety guidelines and therefore stopped monetizing certain videos
- Launched with Airtel Digital TV:
  - a) Bhojpuri Service in April 2017
  - b) Comedy Service in May 2017
- Launched with Tata Sky:
  - a) Tata Sky Bollywood Premiere Service in May 2017. 'Miniplex' service makes way for this service
  - b) Tata Sky Classic Cinema service in June 2017



# KEY OPERATIONAL HIGHLIGHTS



YouTube Monthly Views Graph till June 2017:



# Q1-FY18 CONSOLIDATED FINANCIAL HIGHLIGHTS AS PER IND-AS



Particulars (INR Mn.)	Q1-FY18	Q4-FY17	Q-o-Q	Q1-FY17	Y-o-Y
Revenue from Operations	1,036	986	5.07%	959	8.03%
Other Income	9	7	28.57%	3	200%
<b>Total Revenue</b>	<b>1,045</b>	<b>993</b>	<b>5.24%</b>	<b>962</b>	<b>8.63%</b>
Total Expenses	702	670	4.78%	658	6.64%
<b>EBITDA</b>	<b>343</b>	<b>323</b>	<b>6.19%</b>	<b>304</b>	<b>12.94%</b>
<b>EBITDA Margin (%)</b>	<b>33.11%</b>	<b>32.53%</b>	<b>58 Bps</b>	<b>31.57%</b>	<b>154 Bps</b>
Depreciation	12	11	9.09%	10	15.88%
Finance Cost	81	99	(18.18)%	68	18.53%
<b>PBT</b>	<b>250</b>	<b>213</b>	<b>17.37%</b>	<b>225</b>	<b>11.10%</b>
Tax	90	75	20.00%	93	(3.39)%
<b>PAT</b>	<b>160</b>	<b>138</b>	<b>15.94%</b>	<b>132</b>	<b>21.34%</b>
Minority Interest & Share of profit/ (loss) in associate company	(1)	0	NA	10	NA
<b>PAT after adjustments</b>	<b>159</b>	<b>138</b>	<b>15.22%</b>	<b>142</b>	<b>12.12%</b>
<b>PAT Margin (%)</b>	<b>15.34%</b>	<b>13.89%</b>	<b>145 Bps</b>	<b>14.74%</b>	<b>6 Bps</b>
Diluted EPS	5.86	5.08	15.37%	5.22	12.28%

Note: Q1-FY18 and Q1-FY17 numbers are as per Ind AS



# NEW MEDIA



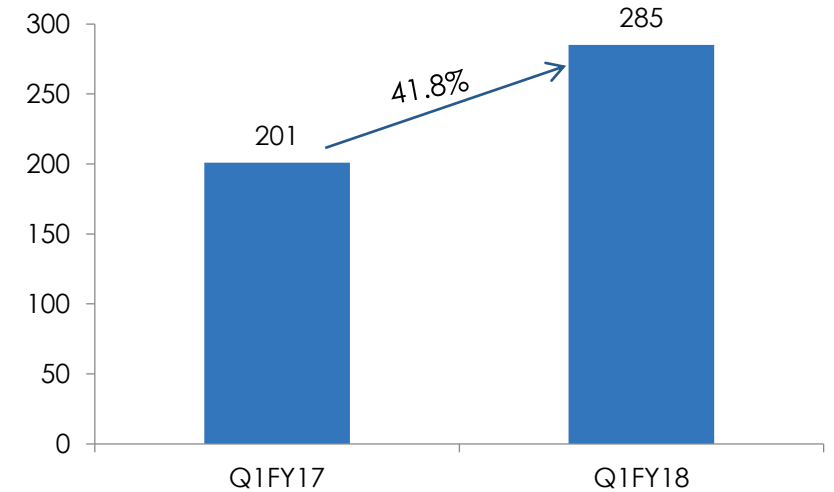
*Shemaroo was one of the early Indian media companies to syndicate its library in the high growth new media platforms, thereby gaining first mover advantage*

- The company caters to all types of revenue models like pay per transaction, subscription, advertisement supported (free to consumer) etc.
- Due to its large library ownership Shemaroo has the ability to slice and dice content and package it in different ways that are more suited for the new media platforms

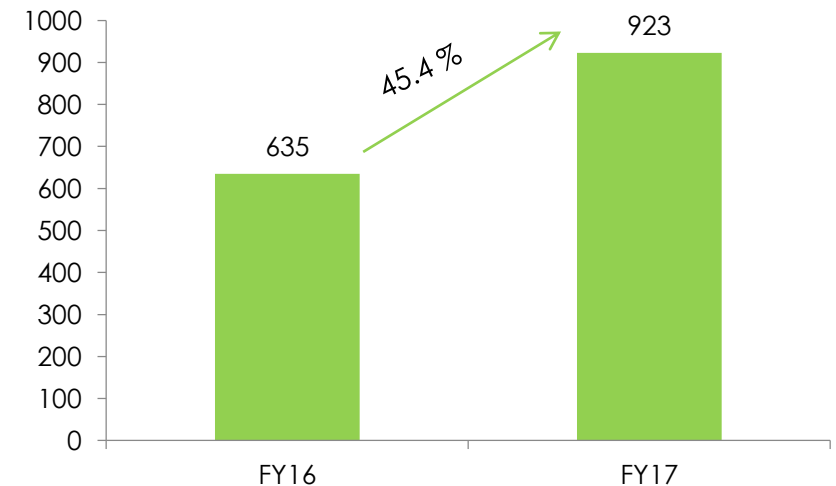
## New Media Presence

Internet	Mobile Value Added services (MVAS) / Mobile Internet	Other New Media Platforms
<ul style="list-style-type: none"> <li>• Shemaroo has agreements with various internet video platforms like YouTube, Hotstar, Hooq, Apple iTunes, Google Play etc.</li> </ul>	<ul style="list-style-type: none"> <li>• The company has entered into agreements with major telecom operators, namely Airtel, Vodafone, Reliance Communication, Idea, etc.</li> <li>• Shemaroo distributes imagery, videos, full songs, etc. under MVAS through both operator branded portals as well as its own branded portals.</li> </ul>	<ul style="list-style-type: none"> <li>• Shemaroo also distributes its content through other platforms like Interactive services, IPTV, etc.</li> </ul>

Q1-FY18 Revenue (INR Mn)



FY17 Revenue (INR Mn)



# TRADITIONAL MEDIA



## Traditional Media Vertical Includes – Broadcast Syndication, Home Entertainment and Others

### Broadcast Syndication:

- Shemaroo acquires content on perpetual or aggregated basis and then syndicates its library to Broadcasting channels.
- Shemaroo has a diverse content library, which it syndicates rights to various broadcasting channels.

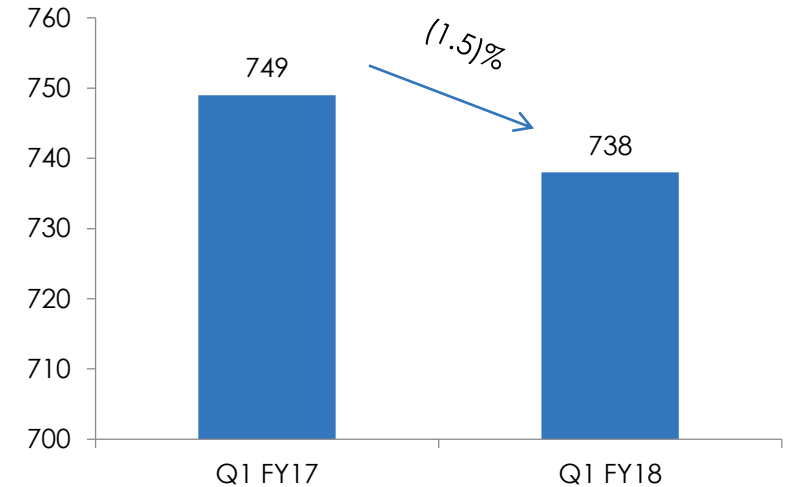
### Home Entertainment:

- The legacy Home Entertainment business vertical of Shemaroo has helped it to become a nationwide well known and accepted brand.
- Over the last few years the trend in the Home Entertainment industry has been migrating from physical to digital formats which is how the company is also positioning itself

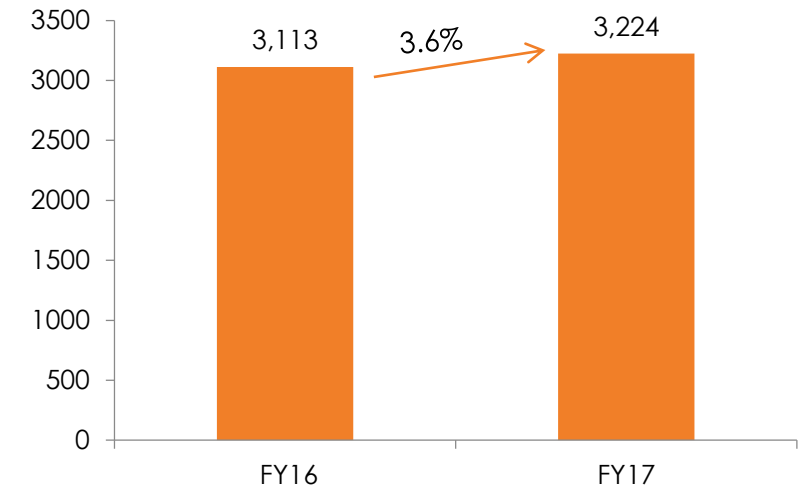
### Other Media:

- Shemaroo also distributes its contents to other media platforms like Airborne rights for in-flight entertainment, International Film festivals, overseas etc.

Q1-FY18 Revenue (INR Mn)



FY17 Revenue (INR Mn)



# HISTORICAL CONSOLIDATED INCOME STATEMENT



Particulars (INR Mn)	FY13	FY14	FY15	FY16	FY17
Revenue from Operations	2,147	2,646	3,234	3,751	4,255
Other Income	14	13	13	16	30
<b>Total Revenue</b>	<b>2,161</b>	<b>2,659</b>	<b>3,247</b>	<b>3,767</b>	<b>4,285</b>
Total Expenses	1,574	2,003	2,366	2,675	2,980
<b>EBITDA</b>	<b>587</b>	<b>657</b>	<b>881</b>	<b>1,092</b>	<b>1,305</b>
<b>EBITDA Margin (%)</b>	<b>27.16%</b>	<b>24.71%</b>	<b>27.13%</b>	<b>28.99%</b>	<b>30.46%</b>
Depreciation	30	30	37	37	43
Finance Cost	183	192	212	228	323
<b>PBT</b>	<b>374</b>	<b>435</b>	<b>632</b>	<b>827</b>	<b>939</b>
Tax	128	165	222	307	342
<b>PAT</b>	<b>247</b>	<b>270</b>	<b>410</b>	<b>520</b>	<b>597</b>
Share of profit/ (loss) in associate company	(11)	1	(1)	1	18
<b>PAT after adjustments</b>	<b>236</b>	<b>272</b>	<b>409</b>	<b>521</b>	<b>615</b>
<b>PAT Margin (%)</b>	<b>10.92%</b>	<b>10.23%</b>	<b>12.60%</b>	<b>13.89%</b>	<b>13.93%</b>
Diluted EPS	12.42	13.68	17.35	19.18	22.62



# HISTORICAL CONSOLIDATED BALANCE SHEET



Equity and Liabilities (INR Mn)	FY14	FY15	FY16	FY17
<b>Shareholders Fund</b>				
Share Capital	199	272	272	272
Reserves and Surplus	1,546	2,902	3,377	3,994
<b>Net worth</b>	<b>1,745</b>	<b>3,174</b>	<b>3,649</b>	<b>4,266</b>
Minority Interest			(8)	(32)
<b>Non Current Liabilities</b>				
Long Term borrowings	101	3	229	125
Deffered tax liabilities	85	68	67	67
Long tem provisions	6	5	7	9
	<b>192</b>	<b>76</b>	<b>303</b>	<b>201</b>
<b>Current Liabilities</b>				
Short Term Borrowings	1,411	1,054	1,544	2,616
Trades payables	306	165	105	195
Other Current Liabilities	380	339	395	316
Short Term Provisions	89	77	139	246
	<b>2,186</b>	<b>1,635</b>	<b>2,183</b>	<b>3,373</b>
<b>Total</b>	<b>4,123</b>	<b>4,885</b>	<b>6,127</b>	<b>7,808</b>

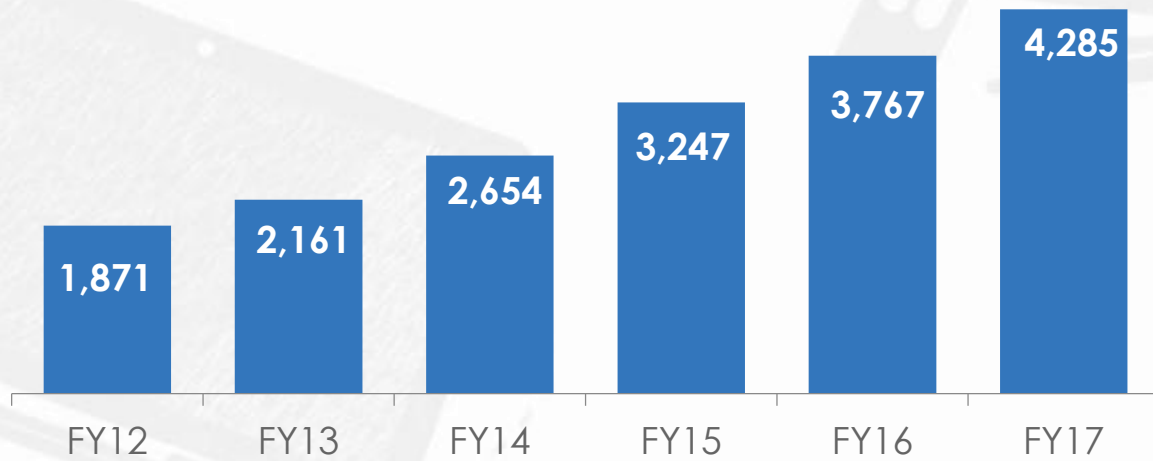
Assets (INR Mn.)	FY14	FY15	FY16	FY17
<b>Non Current Fixed Assets</b>				
<b>Fixed Assets</b>				
Tangible Assets	332	287	-	-
Intangible assets	9	8	-	-
Intangible assets under development	-	-	-	-
<b>Total Fixed Assets</b>	<b>341</b>	<b>295</b>	<b>311</b>	<b>347</b>
Non Current Investments	89	168	81	72
Long Term Loan and Advances	61	71	65	72
Trade receivables	-	-	-	-
Other Non Current Assets	1	1	28	19
	<b>151</b>	<b>240</b>	<b>485</b>	<b>510</b>
<b>Current Assets</b>				
Inventories	2,005	2,887	3,876	5,004
Trade Receivables	1,405	1,268	1,069	1,914
Cash and cash equivalentents	9	25	19	19
Short Term loan and advances	190	170	13	3
Other Current Assets	22	-	665	358
<b>Total</b>	<b>4,123</b>	<b>4,885</b>	<b>6,127</b>	<b>7,808</b>

# CONSOLIDATED FINANCIAL CHARTS



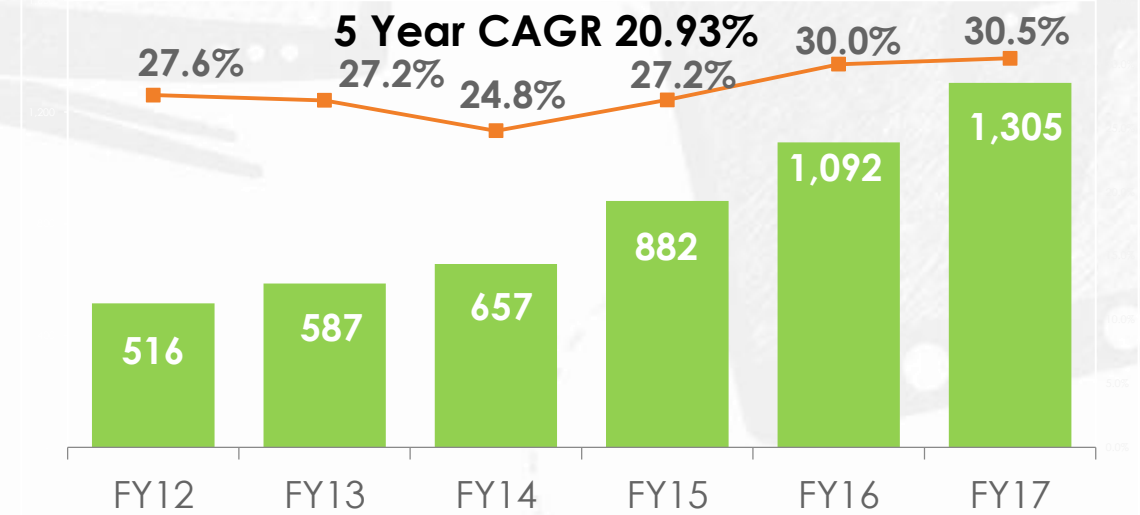
## Total Income (INR Mn)

5 Year CAGR 18.03 %



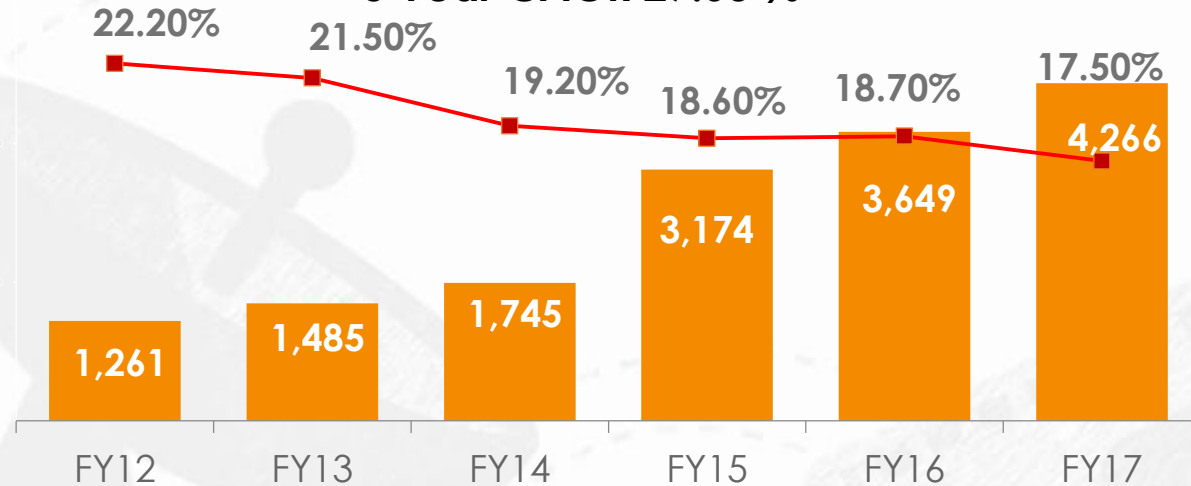
## EBITDA (INR Mn) and EBITDA Margin (%)

5 Year CAGR 20.93%



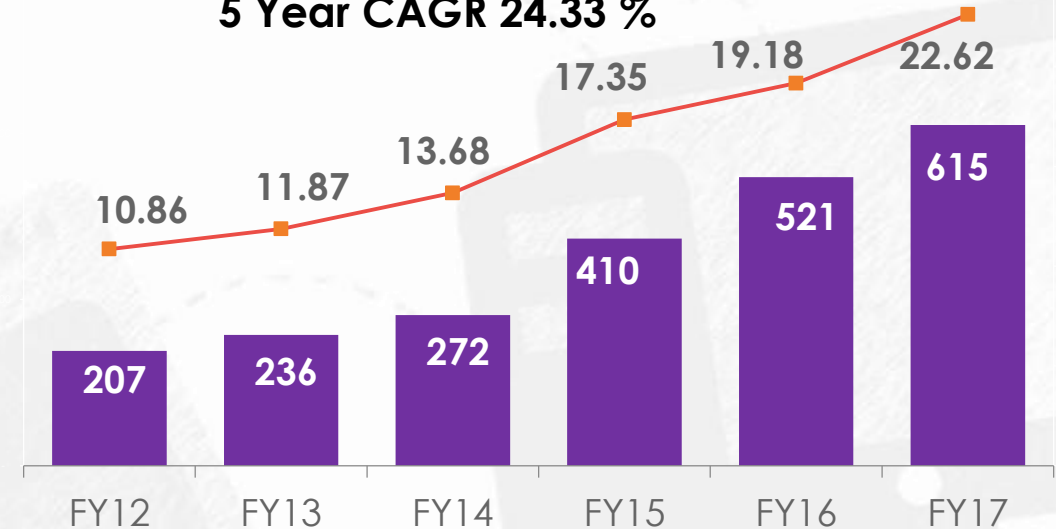
## Net Worth (INR Mn) and RoCE (%)

5 Year CAGR 27.60 %

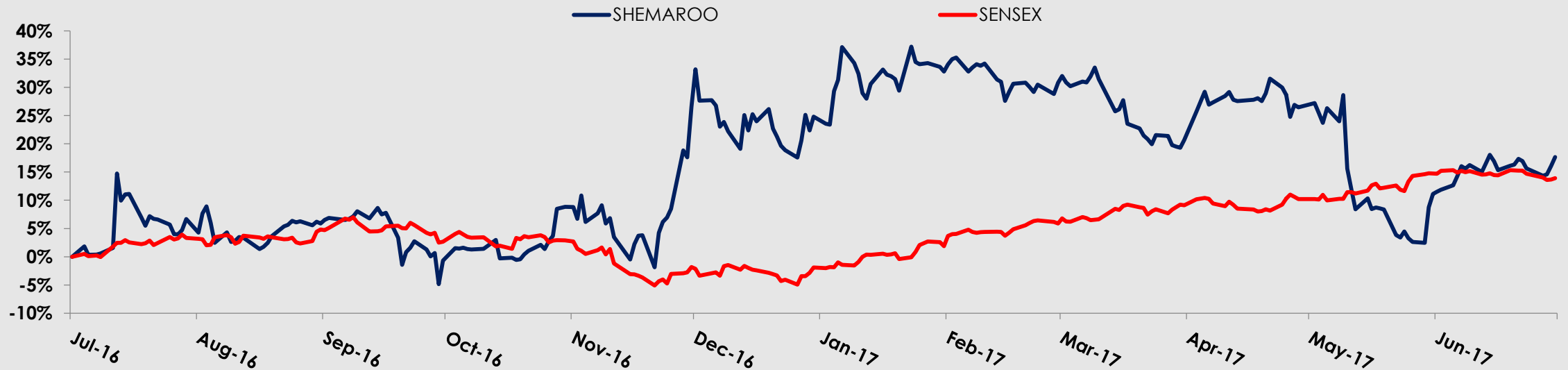


## PAT (INR Mn) and EPS

5 Year CAGR 24.33 %

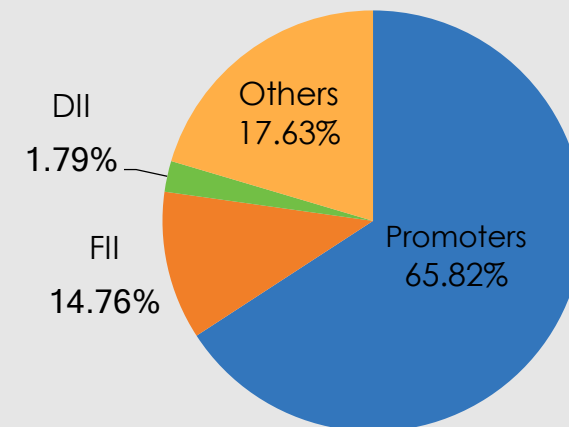


# CAPITAL MARKET DATA



Price Data (As of 30 <sup>th</sup> June, 2017)	INR
Face Value	10
Market Price	368.2
52 Week H/L	439/294
Market Cap (INR Mn)	10,009
Equity Shares Outstanding (Mn)	27.18
1 Year Avg. Trading Volume ('000)	51.39

**Shareholding Pattern as on 30<sup>th</sup> June 2017**





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